

STUDY TOUR TO MALAYSIA: A JOURNEY OF DISCOVERY AND LEARNING



The institute's commitment to providing a holistic and enriching educational experience is exemplified through its rigorous efforts in organizing international study tours for its students. These tours serve as pivotal moments for students to expand their academic horizons beyond the confines of the classroom and immerse themselves in global contexts. By meticulously planning and executing these visits, the college not only fosters a deeper understanding of diverse cultures and industries but also equips students with practical insights and skills crucial for their professional development. The recent study tour to Malaysia for final year MBA students stands as a testament to these

efforts, offering a unique blend of academic rigor and experiential learning in the vibrant landscape of Malaysia's apparel industry.

During their study tour to Malaysia from 9th to 13th October 2023, the final year MBA students engaged in a comprehensive exploration of the country's rich cultural tapestry and dynamic apparel industry. The journey began with immersive visits to Kuala Lumpur City Centre and Time Square, where students conducted meticulous brand audits of leading apparel and garment hypermarkets. These audits not only provided practical insights into marketing strategies and consumer behavior but also allowed students to analyze the competitive landscape and operational efficiencies of multinational and local brands.

Furthermore, the tour extended into Malaysia's iconic China Town and the meticulously planned administrative hub of Putrajaya. In China Town, students delved into the niche markets and unique retail experiences offered by traditional and modern apparel stores alike. Meanwhile, their visit to Putrajaya offered a distinct perspective on the governmental influence on the apparel industry and its regulatory frameworks. Through interactions with industry experts and local entrepreneurs, students gained a nuanced understanding of Malaysia's apparel sector, its challenges, and its growth prospects in a globalized market.

The study tour to Malaysia proved to be a transformative experience for the MBA students, combining academic rigor with practical exposure. It not only broadened their understanding of international business practices but also equipped them with valuable insights into the strategic nuances of the apparel industry. The diverse cultural immersion and hands-on learning opportunities have undoubtedly prepared them to navigate the complexities of the global marketplace as future business leaders.